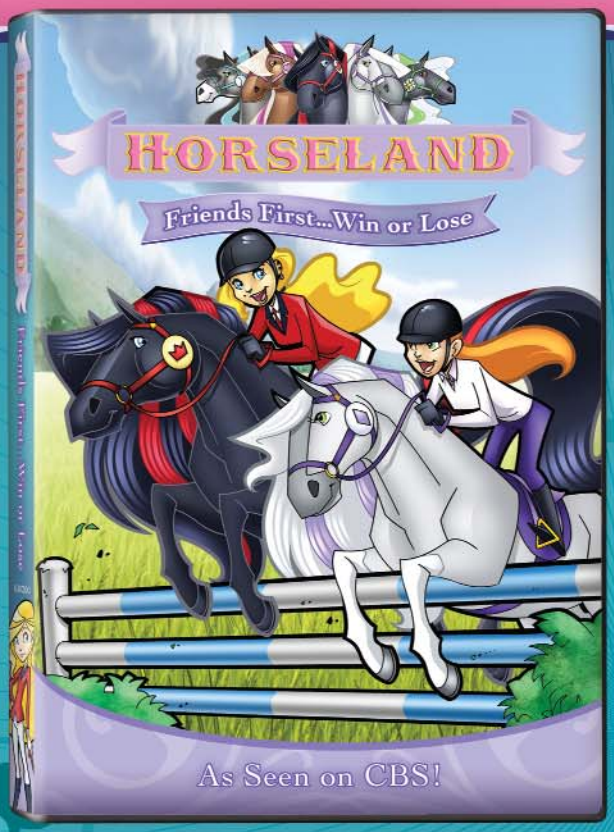
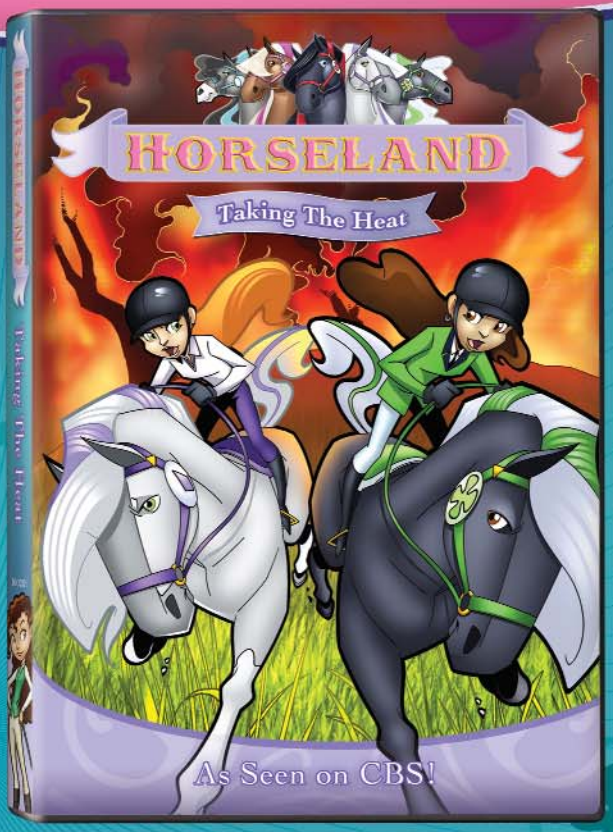
Out of the Gates this Fall!



FRIENDS FIRST...WIN OR LOSE

DVD ITEM # 100200
UPC 84350-100200-1



TAKING THE HEAT

DVD ITEM # 100201
UPC 84350-100201-8

Street Date: August 28, 2007
Pre-order Date: July 31, 2007

PARTNERSHIPS

- Thinkway Toys TV commercial featuring Horseland DVD tag airs October - December 2007
- DVD promoted on packaging for Interactive Horse & Rider and Stable Playset
- Back-of-book ad in Horseland books by HarperCollins Children's Books
- Product insert in Horseland games and puzzles by Pressman Toy Corporation
- Promoted on horseland.com which receives 100 million unique visits per month

MARKETING SUPPORT

- Broadcast Saturday mornings on CBS
- National advertising campaign in horse-enthusiast and teen girl publications
- Extensive trade and consumer PR
- Sweepstakes in regional parenting publications
- Viral campaign includes online banner ads, trailers and episode sneak peeks

secret slumber party

magazine Blaze For Horse-Crazy Kids

Every DVD contains your very own copy of Blaze News from Blaze Magazine.

18ct. Floor & Counter Displays

*Actual displays may vary.

18 COUNT FLOOR DISPLAY
DVD ITEM # 109506
UPC 84350-109506-5

18 COUNT COUNTER DISPLAY
DVD ITEM # 109505
UPC 84350-109505-8

Contact your NCircle sales representative at (800)381-0954 for pricing!

www.NCircleEntertainment.com/b2b

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